

BETTER HEALTH. LOWER COSTS.



From U.S. Preventive Medicine®

INTRODUCING MACAW™



Our Award-Winning
Mobile App

Enabled by Qualcomm Life



8 Ways to Improve Health and Lower Costs

It's all here in The Prevention Plan™ from U.S. Preventive Medicine®



From U.S. Preventive Medicine®

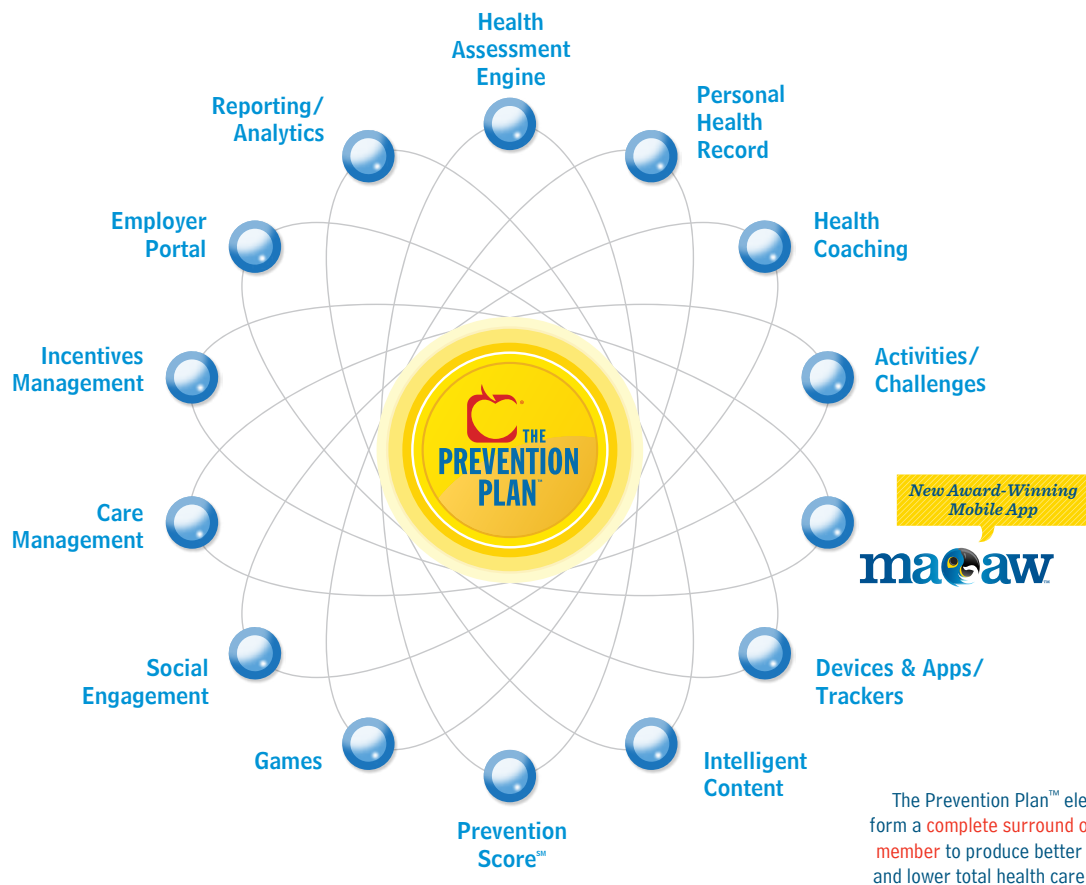
"The Prevention Plan™ is a revolutionary web-enabled subscription service that delivers **proven reductions in health risks, which are the leading indicators of health care costs.** Our vision is to wrap The Prevention Plan and our new mobile application, Macaw™, around the globe, and in doing so, to make the world a healthier place."

— CHRISTOPHER T. FEY, FOUNDER, CHAIRMAN & CEO




Published research demonstrates that The Prevention Plan™ significantly reduces employee health risks, which are the leading indicators of health care costs. How? Through personal empowerment. Using a consultative approach, we help organizations power up their company culture with engagement and health care strategies based on the clinical science of preventive medicine.

This integrated, end-to-end program of primary, secondary and tertiary medicine provides a customized solution for each person, whether healthy or not-so-healthy. When employees get the help they need step-by-step, they are empowered to do better. It's all here. **Assessment, engagement, intervention, accountability, rewards.**



1 ONE-STOP SHOPPING.



We offer solutions grounded
in evidence-based science, not
sound bites. That's why U.S. Preventive
Medicine® is one of the few companies
accredited in wellness
and health promotion by
the National Committee for Quality
Assurance (NCQA) **and in disease**
management by URAC.

2 **ACCREDITED BY MEDICAL EXPERTS.**



Significant Reduction in Key Health Risk Factors. Specifically, 15 health risk measures were analyzed among a cohort who participated in the program for one year. The group showed significant reduction in the majority of health risks measured. After two years on the Plan, results were even more

impressive, with a reduction in 14 of the 15 health risks measured. There was also a net movement from higher to lower overall health risk levels illustrating that the participants were able to maintain—and in many cases accelerate—**health improvements over the longer term.**

KEY RISK FACTORS

Key Individual Risk Reduction Cohorts

| | % Decrease in High Risk |
|-----------------------------|-------------------------|
| Physical Activity | -90.7% |
| Blood Pressure | -89.4% |
| Health Related Illness Days | -78.3% |
| Cholesterol | -76.2% |
| Stress | -74.2% |
| Alcohol | -71.3% |
| Fasting Blood Sugar | -70.0% |
| Perception of Health | -63.2% |
| HDL | -60.0% |
| Fatty Diet | -42.0% |
| Smoking | -22.6% |
| Existing Medical Condition | -17.6% |
| Body Mass Index (BMI) | -16.6% |

Significantly reduced key health risks.

3 PROVEN PREVENTIVE MEDICINE.



Our registered nurses, dietitians, trainers and other expert coaches know how to educate and motivate each member to achieve better health. Whether in person, by mail, telephone, email or text, this supportive relationship guides each member to beneficial health practices and a more productive relationship with trusted medical providers.

4 HIGH-TOUCH PREVENTION.



Members receive a confidential, personalized website with assessment, health risk and decision-support resources. Customized online tools include tutorials, recommended health screening schedule, integrated personal health record, individual and team challenges, employer-sponsored preventive benefit offerings, social

media engagement and Macaw, a free mobile app to take their Plan on the go. With our proprietary Prevention ScoreSM, employers can reward healthy behaviors while continuing to provide confidentiality to participants. **It's all about improving health, minimizing risks and improving productivity.**



**Makes Your Smartphone
a Personal Health Monitor**

MacawTM syncs with The Prevention PlanTM and integrates with a variety of other mobile health apps and wireless devices to help you track your health metrics.



www.MacawApp.com
Free Download for iPhone and Android


5 PERSONALIZED INNOVATION.

We know your team has plenty on their plate. That's why we offer a smooth implementation process that provides every tool in the box – total online web application; biometric and blood testing on-site, at-home or at a local lab; comprehensive communications

including print, web, mail, email, phone and social media; and more — to maximize participation. Then behavior change kicks into high gear as **members experience our web 3.0 interactivity, social media, game theory and mobile connectivity. It's all here.**



6 MAXIMUM PARTICIPATION.



We work with the brightest minds to package the clinical science of preventive medicine. Our solutions include the entire continuum of prevention:

- PRIMARY—wellness and health promotion
- SECONDARY—screening for earlier detection and diagnosis
- TERTIARY—early treatment to reduce complications


The U.S. Preventive Medicine® health services team is led by Dr. Ron Loeppke, an international

thought leader and researcher, and Dr. Joel Bender, the former head of Global Health Services for General Motors. Be sure to go to our website and check out our International Advisory Board, which includes the true pioneers of health, productivity and health policy research as well as leading chief medical officers and practitioners. **The Prevention Plan™ is powered by the experts.**



7

ALL-STAR PREVENTION EXPERTS.



It takes more than a program here or a tool there to achieve a happier, healthier workforce and maximum cost savings. We partner with each employer to align company priorities with a comprehensive strategy that

improves the internal culture and employees' health. This consultative approach **creates the best engagement strategies, gains senior leadership support and builds a champion company.**

8

CONSULTATIVE APPROACH.



From U.S. Preventive Medicine®

It's all here. Better health. Lower costs.

- ✓ Profit from a Scientifically Proven Approach
- ✓ Reduce Total Health Care Costs
- ✓ Improve Productivity
- ✓ Enhance Corporate Culture of Health
- ✓ Reward Employee Engagement
- ✓ Improve Employee Retention
- ✓ Link Employees to Their Health Data with Mobile Connectivity



TAKE A QUICK TEST DRIVE.

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and Point at the QR Codes Below.



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